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From: LaRusso, Phyllis on Tue, Oct 4, 1994 4:21 PM
Subject: SEPTEMBER OOH COMPETITIVE
To: Schneider, Rita

THE FOLLOWING LISTS KEY PM PREMIUM COMPETITORS BRANDS' OOH ACTIVITY IN THE TOP 25 MARKETS DURING THE MONTH OF SEPTEMBER:

KOOL

ACTIVITY IN 24 MARKETS, WITH BOSTON BEING THE EXCEPTION. USING BULLETINS, 8-SHEET, & 30-SHEET POSTERS. SHOWING SIZES FOR 30-SHEET RANGED FROM #9 IN LOS ANGELES TO #61 IN ST. LOUIS.

REGION 1: NEW YORK, NEW JERSEY, PHILADELPHIA
REGION 2: ATLANTA, BLATIMORE, MIAMI, TAMPA, WASHINGTON, D.C.
REGION 3: DALLAS, HOUSTON, ST. LOUIS
REGION 4: CHICAGO, CLEVELAND, DETROIT, MILWAUKEE, MINNEAPOLIS, PITTSBURGH
REGION 5: DENVER, LOS ANGELES, PHOENIX, PORTLAND, SAN DIEGO, SAN FRANCISCO, SEATTLE

NEWPORT

ACTIVITY IN 18 MARKETS, USING 30-SHEET AND HEAVY TRANSIT IN WASHINGTON, D.C. SHOWING SIZES FOR 30-SHEET RANGED FROM #8 IN SAN FRANCISCO TO #75 IN BALTIMORE.

REGION 1: BOSTON, NEW YORK, NEW JERSEY, PHILADELPHIA
REGION 2: ALTANTA, BALTIMORE, MIAMI, WASHINGTON, D.C.
REGION 3: DALLA,S HOUSTON, ST. LOUIS
REGION 4: CHICAGO, CLEVELAND, DETROIT, MILWAUKEE, PITTSBURGH,
REGION 5: LOS ANGELES, SAN FRANCISCO

CARLTON

ACTIVITY IN 10 MARKETS, USING BULLETINS AND BUS SHELTERS IN MIAMI.
REGION 2: ATLANTA, MIAMI, TAMPA BAY

Source: https://www.industrydocuments.ucsf.edu/docs/mslm0004

REGION 3: DALLAS, HOUSTON, ST. LOUIS
REGION 4: DETROIT
REGION 5: DENVER, LOS ANGELES, SAN DIEGO

MISTY

ACTIVITY IN 5 MARKETS, USING BULLETINS AND HEAVY 30-SHEET.

REGION 2: TAMPA BAY
REGION 3: DALLAS
REGION 4: CHICAGO, PITTSBURGH
REGION 5: PHOENIX

Source: https://www.industrydocuments.ucsf.edu/docs/mslm0004